

Protect Our Good Name

GOODYEAR

STRIPPED to the waist, his huge torso streaming with sweat, a workman swings the heavy iron core to an iron table, and wrenches off a tire which has just come steaming from the heater.

His eyes fall on the legend over his head, and he smiles.

Our good name is also his good name.

The two are intertwined. He will protect the one while he subserves the other.

His thoughts are—as they should be—chiefly of himself, of his little home, and of his family.

Two thousand miles away in Seattle, we will say the same thought in the same simple words.

An irritating moment has arrived—the temptation to speak sharply to a customer, to fling a slur at an unworthy competitor.

The salesman, the manager, or whoever it may be, looks up, and the quiet admonition meets his eye.

Protect our good name. In a twinkling it smoothes the wrinkles out of his point of view.

He is himself again—a man with a responsibility which he could not escape if he would; and would not, if he could.

Back two thousand miles again to the factories—this

time to the experimental room.

An alluring chance to leave—to make more profit by skimping, by substitution. No one will ever know. But—the silent monitor repeats its impressive admonition.

What chance to compromise with conscience in the presence of that vigilant guardian?

Thousands of men striving to keep a name clean.

And keeping their own clean in the process.

We Americans, it is said, make a god out of business.

Let the slur stand.

Whether it be true or not it is true that business is our very life.

Shall it be a reproach to us that we try to make business as good as it can be made?

Think of this business, please, in the light of its great animating thought:

Protect our good name.

We are thinking of you, always, when we say it—You American millions, with your millions in the old world.

We think of you judging us—by what we are, by what we do, by what we make.

We think of tens of thousands of homes in which our name can be made to stand for that which is worthy and worth while.

We must not lose your good will—we must not tarnish our good name.

You can call that anything you like.

You can call it business, or sentiment, or idealism, or nonsense.

It may be all of these.

It may even be that which our national critics call making a god of business.

But at least it gives to us a name that is bigger and broader and deeper than money.

It makes thousands of men happier in their work and more faithful to it.

It has made of this business a democracy of unfettered thought—a democracy of common endeavor—a democracy of purpose and principle.

And here is the oddest thing of all—

The more we live up to this "impractical" ideal, the greater the business grows.

The more we labor for the future, the more we profit in the present.

The more we strive for character, the greater the reward in money.

The more we put into our product, the more we take out in sales.

Perhaps, after all, there is more than one sense in which we can make a god out of business.

We think so.

And we think you think so.

P. O. BUSINESS GROWS \$2,000

In Receipts in the Past Year—\$85,000 in Postal Savings Department With 1,000 Open Accounts—Christmas Trade 20 Per Cent. More Than a Year Ago—December Sales of Stamps Were the Largest on Record.

Receipts at the Norwich post office last year would show about \$2,000 more than in the preceding year. Postmaster John P. Murphy said on Tuesday.

In the report made for the year 1914 the total given for receipts from sale of stamps, envelopes, post boxes, newspapers and periodical postage was \$78,778.81.

The money order business done at the Norwich post office was just a trifle short of a million dollars in the past year. All over the country the business done in the issue of international money orders has shown a decrease and this has also been the experience in the Norwich post office.

The general reason for the falling off in this branch of the business being the European war.

The postal savings department has shown an increase with each quarter and there is now on deposit about \$35,000 with 1,000 open accounts at the end of the year, a very large increase over the number of accounts a year ago.

Eight thousand pieces of first class mail matter have been registered in the year and the parcel post business has increased about 15 per cent. The post office force is now engaged in making the regular count that is made at the beginning of each quarter.

One period in which the business of the Norwich office showed a large increase was in the Christmas season when the Christmas trade was about 20 per cent. larger than a year ago and the December receipts from sales of stamps was about 10 per cent. greater than ever before at the holiday season.

The Norwich post office business is efficiently handled at the present time by the local staff that includes the postmaster, assistant postmaster, 15 clerks, 2 substitute clerks, 21 regular carriers, 7 substitute carriers and 3 carriers from delivery routes.

Besides the central post office on Main street, there are the Greenville station and the Norwich Town station, as well as nine sub-stations.

There are 38 post offices in this section of the state that send their mail to the Norwich post office as it is the money order depository for this section.

ORCHARD IMPROVEMENT AND CO-OPERATIVE BUYING.

Two New Projects Launched Under County League auspices.

Along with the extension work in agriculture and home economics carried on in this state through the cooperation of the United States department of agriculture, the Connecticut Agricultural college and the New London County Improvement league, two new projects have been launched, one orchard improvement and the other co-operative buying and selling.

The object of holding the orchard improvement demonstration is threefold:

To improve orchard management throughout the county by means of demonstrations in pruning and spraying.

To encourage proper methods of handling, grading and packing fruit.

When conditions warrant encouragement and assistance will be given to farmers in small groups in organizing co-operative associations for standardizing and marketing their fruit and for the purchase of orchard supplies.

Demonstrations in pruning will be arranged for on application sent either to the local director or the county agent. Applications will be granted in order of receipt. In communities where there is sufficient interest in orcharding two or three demonstrations may be conducted, these to be located on farms selected by the people of the community in conference with the local director and county agent. No demonstration will be given unless the co-operator is willing to carry the work through the entire season, and the county agent on his part agrees to see that it is carried out.

It is understood that in conducting these demonstrations the farmers will bring their own saws and spend one-half day doing actual pruning work under the direction of the county agent. The farmer on whose farm the demonstration is located shall agree to prune the remainder of his orchard and to spray his orchard with lime-sulphur for the dormant spray and with arsenate of lead for codling-moth.

Spraying demonstrations will be arranged in orchards where pruning demonstrations have been conducted and in other properly pruned orchards. The owner of the orchard agrees to furnish all materials and machinery for the spraying of the orchard.

Inspection trips will be made to all orchards in which demonstrations were held to note the result of the work, and if the farmer who owns the orchard wishes, a demonstration will be arranged to show the most approved methods of picking and packing the fruit. A special effort will be made to induce growers to exhibit their fruit at the fairs, and material will be gathered for a farm bureau exhibit. It is understood that the county agent will outline above, sufficient publicity work shall be done to insure an appreciation of the fruit growers of the county for this intension, the following circular has been distributed to local members:

The general intention for January of this year is to advance the work of the Apostleship of Prayer in the Catholic churches in the State of the Sacred Heart in the Family. Promoting work for this intension, the following circular has been distributed to local members:

The home of homes was Nazareth, and the family of families was the Holy Family, and the reason for both one and the other was simply this, that Nazareth was the home of the Sacred Heart. We are to pray during this month that all families may be modeled on that sacred home, that the Sacred Heart may reign in the hearts of the parents and of the children.

All of us are what our homes have made us. The chief formative influence in the shaping of character is that first fashioning of manners and of thought, that is given near the hearthstone. Happy the man and happy the woman whose childhood has been passed in a home like that where for so many years dwelt the Sacred Heart of our Lord.

The reign of the Sacred Heart in the family depends upon the parents. Who is to teach the baby lips the holy names but the parent? Who is to train the growing boy and girl to walk in the way that leads to eternal life and to take up with joy the burden of Christ? Who if not the parent, both by word and by example.

If Catholic parents were more like Mary and Joseph, Catholic children would be more like the Child Jesus. Fewer children would be a judgment on their parents, fewer hearts would be in ashes, fewer hopes would be in vain. Calamity comes to those who neglect the teachings of Christ and do not honor His Sacred Heart. If they would have joy, they must make Jesus the center of their hopes, the teacher of their ideals and the model of their virtues. Then would be fulfilled His promise to bless the homes where His Heart is honored.

The state tuberculosis commission held a meeting at the capitol Monday. Dr. David R. Lyman reported having visited the Norwich sanatorium and Dr. Stephen J. Maher and Jonathan Godfrey reported visits to the Sheldon sanatorium on Sunday.

SEVERE RHEUMATIC PAINS DISAPPEAR

Rheumatism depends on an acid in the blood which affects the muscles and joints, producing inflammation, stiffness and pain. This acid gets into the blood through some defect in the digestive process. Hood's Sarsaparilla, the old-time blood tonic, is very successful in the treatment of rheumatism. It acts directly, with purifying effect, on the blood, and improves the digestion. Don't suffer. Get Hood's today.

the year and the parcel post business has increased about 15 per cent. The post office force is now engaged in making the regular count that is made at the beginning of each quarter.

One period in which the business of the Norwich office showed a large increase was in the Christmas season when the Christmas trade was about 20 per cent. larger than a year ago and the December receipts from sales of stamps was about 10 per cent. greater than ever before at the holiday season.

The Norwich post office business is efficiently handled at the present time by the local staff that includes the postmaster, assistant postmaster, 15 clerks, 2 substitute clerks, 21 regular carriers, 7 substitute carriers and 3 carriers from delivery routes.

Besides the central post office on Main street, there are the Greenville station and the Norwich Town station, as well as nine sub-stations.

There are 38 post offices in this section of the state that send their mail to the Norwich post office as it is the money order depository for this section.

SENIORS IN THEIR SECOND GYM TEST

Charnetski and Bauck Went Through the Trials with Good Marks.

The senior gym class of the Y. M. C. A. held their second test on Tuesday evening under the direction of the physical director, O. H. Nickerson. It was impossible to figure out the final standing of the class members on Tuesday evening, but a partial summary of results follows:

In the advanced grade three men, Alec Charnetski, Bauck, and William Buckley were entitled to take the test, and of these Charnetski and Bauck were present. The events included parallel bar, running high jump, 100 rope skip and 12 pound shot.

On the parallel bars Charnetski got 45 points and Bauck 74. The running high jump each made 4 ft. 10 in. In the 100 rope skip Charnetski's time was 44 1-5 seconds and Bauck's time 54 1-5 seconds. The passing time is 37 seconds.

Bauck put the 12 pound shot 32 feet 9 inches and Charnetski 27 feet 2 inches. Passing mark, 32 feet 3 inches.

Intermediate Grade.

In the intermediate grade the events and results follow:

Running High Jump—Arthur Johnson, 4 ft. 10 in.; Sam Crowe, 4 ft. 5 in.; Charles Poole, 4 ft. 1 in.; Ellis Sage, 4 ft. 1 in. 100 Rope Skip—A. Grebe, 39 1-5 sec.; Ellis Sage, 39 sec.; A. Johnson, 42 2-5 sec.; Gus Nelson, 44 1-5 sec.; S. Crowe, 46 sec.; C. Poole, 58 1-5 sec. Dips—Ellis Sage, 11 1-2; S. Crowe, 10 1-4; C. Poole, 9 1-2; Gus Nelson, 7; Grebe, 6; A. Johnson, 4 1-4.

Elementary Department.

The elementary department results follow:

Running High Jump—Spross, 4 ft. 9 in.; James Blair, 4 ft. 7 in.; C. Roessler, 3 ft. 11 in.; H. Kinney, 4 ft. 3 in.; C. Govers, 3 ft. 6 in. 100 Rope Skip—C. Roessler, 41 1-5 sec.; C. Govers, 47 1-5 sec.; J. Blair, 53 2-5 sec.; Kinney, 1 min. 12 1-2 sec.; Hunter, 1 min. 41 sec.

Horizontal Bar—Spross, 48; J. Blair, 41; C. Govers, 40; Kinney, 37. In this event 35 is the passing point.

A complete list of the standing will be published Thursday morning.

NEW LONDON COUNTY MUTUAL'S BEST YEAR

Premium Receipts the Largest Ever and Surplus Increased \$20,000.

A new high record for premium receipts for the New London County Mutual Fire Insurance company was shown at its 76th annual meeting which was held on Tuesday afternoon at 2 o'clock at the company's building on Broadway.

President H. H. Gallup was in the chair at the meeting and the report of the secretary, Walter F. Lester, showed that the premium receipts for the year were \$134,582.84, which was about \$25,000 more than last year, which up to now had been the largest in the history of the company. The company was also able to increase its assets and surplus by about \$20,000, market value.

Four of the directors whose terms were expiring were re-elected for terms of three years each.

Secretary's Report.

The annual report of Secretary Lester was as follows:

Gross premiums, \$134,582.84; less commissions, \$22,921.30; return premium, \$111,661.54; re-insurance, \$558.44; total, \$45,138.14.

Salary, \$5,548.52; expense and real estate (see distribution), \$5,447.22; \$16,795.84; \$1,931.65; total income, \$72,830.88.

Net loss paid, \$43,987.33; underwriting profit, \$2,662.97.

TREASURER'S REPORT.

The profit and loss account shown by the annual report of Treasurer W. H. Frothingham was as follows for the year ending Dec. 31, 1915:

1915-Dec. 31, losses \$65,367.88, expenses \$3,540.14, salary \$5,462.22, commissions \$22,921.30, reinsurance \$558.44, return premium \$111,661.54, exp. adj. losses \$420.25, gain in assets \$15,147.85. Total \$147,612.32.

1915-Dec. 31 interest \$11,511.98, premiums \$134,582.84, real estate \$1,537.50. Total \$147,612.32.

Net interest received, \$5,447.22, underwriting profit \$2,662.97. Gain ledger assets \$15,147.85.

WILL CLEAR SNOW FROM PLAYGROUNDS

Playgrounds Association is Providing Convenient Skating Ground.

The pond known as Ford's lower pond, just beyond Backus corner, is being cleared of snow and skating ground this season through arrangements made by the Norwich Playgrounds Association and had many skaters on it on Sunday.

President J. B. Stanton of the Playgrounds Association said on Tuesday evening that the clearing of the pond had been made to have the snow cleared off on Wednesday and that the ice was in good condition.

STATE TERMINAL READY THIS SPRING

Heartford, Jan. 18.—The state commission on rivers, harbors and bridges held a meeting today at the capitol with Gov. Holcomb. Frank V. Chapin, a member of the commission, stated that the pier in New London harbor will be ready for business in the spring without a doubt. The commission, he said, was deluged with letters asking for terms of dockage.

STARTING TODAY FINAL PRICE REDUCTIONS:

Fur Coats and Furs

NOW AT HALF PRICE AND LESS

Determined to close out at once—all Fur Coats we have left—we have made the most drastic price reductions. Never have we cut prices so deep—many instances less than cost—our advice to you is BUY NOW.

We guarantee every Coat we sell and we also guarantee prices next season will be more than double these Sale prices.

- | | | |
|-----------------------------------|-----------------------------------------|----------------|
| 6 FIRST QUALITY SEAL COATS | Heretofore \$65.00, \$75.00 and \$85.00 | \$45.00 |
| 4 TRIMMED HUDSON SEAL COATS | Heretofore \$85.00 and 95.00 | \$55.00 |
| 3 EXCEPTIONALLY FINE HUDSON SEALS | Heretofore \$100.00 each | \$65.00 |
| 1 HUDSON SEAL AND SKUNK COAT | Big Flare, Skunk Collar, was \$135.00 | \$85.00 |
| 1 HUDSON SEAL IMPORTED MODEL | Belt Coat, Skunk Trimmed, was \$150.00 | \$90.00 |
| 1 TRIPLE X SEAL COAT | Opposum Border and Collar, was \$110.00 | \$75.00 |
| 5 RUSSIAN PONY COATS | Heretofore \$35.00—Smart 40-inch Model | \$24.50 |

Neckpieces and Muffs

- | | | |
|---------------------------|-------------------------|----------------|
| 14 LYNX PILLOW MUFFS | Were to \$30.00 | \$14.50 |
| 4 LYNX BALL MUFFS | Were \$25.00 each | \$14.50 |
| 3 BLACK FOX MUFFS | Were \$20.00 each | \$10.50 |
| 8 ARABIAN LYNX BALL MUFFS | Were \$15.00 each | \$ 7.50 |
| 2 NATURAL RACCOON SETS | Were \$45.00 heretofore | \$22.50 |
| 1 RED FOX SET | Was \$30.00 heretofore | \$15.00 |
| 1 HANDSOME MINK SET | Was \$95.00 heretofore | \$65.00 |

THESE REDUCTIONS ARE FINAL!

and we urge you to take quick advantage of these unheard of low prices. Quantities are limited and first choice means best choice.

The Manhattan

121-125 MAIN STREET

TAFTVILLE

Annual Report of Sacred Heart Parish—Notes of Interest.

Rev. U. O. Bellerose pastor of the Sacred Heart church has given out his annual report. It includes a balance on hand January 1, 1915 of \$219.88. The receipts from all sources, not including borrowed money for the new church, \$21,000.86. The ordinary expenses of the same period were \$11,587.11, final payment on old mortgage \$8,700, \$2,743.75 on new church building making the total expense account \$21,000.86.

There are 537 families in the parish and of these 426 are French speaking, 8 English, 22 Polish and 3 Italian. During the past year there were 77 baptisms, 24 marriages and 39 deaths, included in the expense of the parish in the new addition constructed at Parish hall and other improvements and expense of the hall. The trustees of the parish are D. C. Murphy and Antoine Paquette. Rev. Philip Massicot is curate and the Masses Mar Newman and Aurora Pregeau are the organists.

In the school of the parish there are 605 pupils.

FUNERAL SERVICE.

Charles W. Stables.

The funeral of Charles W. Stables of Union, N. J., formerly of Norwich, was held from the home of his nephew, George G. Grant of Providence street, Monday afternoon at 2 o'clock. Rev. Arthur Varley of the Taftville Congregational church officiated. The bearers were Fred Polish and Clarence Stables and Walter Grant. There

were many handsome floral tributes. Interment was in the City cemetery on Oak street where Rev. Mr. Varley read a committal service. Undertaker George G. Grant had charge of the funeral arrangements.

WEDDING.

Teller-Frechette.

In Sacred Heart church Tuesday morning at 9 o'clock the wedding of Miss Alida Frechette and Omer Teller took place with Rev. U. O. Bellerose celebrant of the nuptial mass. The young couple were attended by Philip Massicot of Baltic, cousin of the bride and Miss Ora Teller, sister of the groom.

Mr. Teller is the son of Omer and Roseanna Teller, a farmer and a butcher employed by a local firm. Mrs. Teller is the daughter of Noel and Marie Caron Frechette. Both young people are well known here.

No Throwing of Rice.

Rev. Arthur Keele, a former pastor of the Sacred Heart parish but now of St. Francis church in Torrington, has requested the members of his parish to refrain from throwing rice and confetti at bridal couples as they are leaving the church.

Officers Installed.

The recently elected officers of the Ancient Order of Hibernians were installed Sunday afternoon in Parish hall by the county president, Cornelius Donohue of Mystic.

Personals and Notes.

Foot There Was, at Hillcrest theatre today at 2 and 7.45—adv.

Miss Ida Desmarais and Miss Clem-

intine Graham are visiting in Springfield for two days.

There were several here who were summoned to appear at the city court Tuesday morning for failing to pay their personal tax.

ANNUAL MEETING POSTPONED

By Norwich Building and Loan Association—Second Series of Shares Started.

The January meeting of the Norwich Building and Loan Association, Inc. was held on Tuesday evening in the Norwich Chamber of Commerce rooms and was also the first annual meeting of the association. The meeting was called to order by the president, but as the cold weather affected the attendance so that the meeting was short a quorum, the annual meeting, with election of officers, was postponed.

The second series of shares has just been started with 40 so far reported, and more to come.

How You Can Remove Every Trace of Hair

(Toilet Talks)

A skin patch made with some powdered salicylic acid and water spread on a hairy surface about 2 minutes, will when removed, take every trace of hair with it. The skin should then be washed to free it from the remaining debris. No harm can result from this treatment, but be sure it is delayed until you get and you will not be disappointed.

B NATURAL MET WITH LAUREL HILL MEMBER.

Miss Marguerite Wolf Was Hostess—Excellent Programme Given.

Miss Marguerite Wolf was hostess for the B Natural club Tuesday afternoon, entertaining at her home on Laurel Hill avenue. The following delightful programme was given and much enjoyed:

Vocal solos—Phyllis Has Such Charming Graces, Miss Elsie D. Brand.

Norse Lullaby, Miss Elsie D. Brand. Piano duet, Beethoven Symphony.

Miss Ruth Jordan, Miss Olive Riley. Vocal solos—Who Knows? Bell. Can't Yo Heah Me Callin'? Gardner.

Violin solo, Andante Cantabile, Vogt. Mrs. Charles A. Dowsett.

Piano solos—Rustle of Spring, Sinding. On the Tappan Zee, from In Sleepy Hollow.

Mrs. Charles A. Saxton. An interesting paper upon The Music of Sweden and Finland was prepared and read by Miss Florine Scofield.

Mrs. Charles Saxton acted as accompanist for the musical numbers during the afternoon.

The enjoyable meeting closed with a half hour chorus practice in care of Mrs. J. C. Overbaugh.

For Eczema and other Skin Troubles

—We Guarantee—Saxo Salve

to stop the itching and begin healing with the first application or return your money. There are lots of skin remedies but Saxo is the only one you guarantee like this. Why don't you try it?

G. G. ENGLISH, DRUGGIST, Norwich.

RED CROSS HEADQUARTERS BUSY PLACE NOW